

## WHAT IS CLAIMED IS:

1                   1. A method of asset management and distribution for use in a  
2 content distribution network, the content distribution network includes a central  
3 content management system that acquires digital assets for distribution to on-demand  
4 serving locations for on-demand delivery to users, each digital asset includes a  
5 package of files, the files being processed prior to distribution from the central  
6 management system to provide trick mode support, the method comprising:  
7                   breaking up the digital asset at the central content management system  
8 into chunks for departure;  
9                   utilizing a pipelined distribution process between the central content  
10 management system and the serving locations for the digital asset chunks; and  
11                   re-assembling the digital asset chunks arriving at the serving locations  
12 to recreate the digital asset with trick mode support.

1                   2. The method of claim 1 wherein the digital assets include video on-  
2 demand (VOD) assets and wherein the on-demand serving locations include VOD  
3 serving locations.

1                   3. The method of claim 1 wherein the digital assets include audio on-  
2 demand assets and wherein the on-demand serving locations include audio on-  
3 demand serving locations.

1                   4. A method of asset management and distribution for use in a  
2 content distribution network, the content distribution network includes a central  
3 content management system that acquires digital assets for distribution to on-demand  
4 serving locations for on-demand delivery to users, each digital asset includes a  
5 package of files, the files being processed prior to distribution from the central  
6 management system to provide trick mode support, the method comprising:  
7                   breaking up a first digital asset at the central content management  
8 system into first chunks for departure;  
9                   breaking up a second digital asset at the central content management  
10 system into second chunks for departure;

11                   utilizing a pipelined distribution process between the central content  
 12 management system and the serving locations for the first chunks and second  
 13 chunks, wherein first chunks and second chunks depart from the central content  
 14 management system and enter the pipelined distribution process on a priority basis;  
 15                   re-assembling the first digital asset chunks arriving at the serving  
 16 locations to recreate the first digital asset with trick mode support; and  
 17                   re-assembling the second digital asset chunks arriving at the serving  
 18 locations to recreate the second digital asset with trick mode support.

1                   5. The method of claim 4 wherein the digital assets include video on-  
 2 demand (VOD) assets and wherein the on-demand serving locations include VOD  
 3 serving locations.

1                   6. The method of claim 4 wherein the digital assets include audio on-  
 2 demand assets and wherein the on-demand serving locations include audio on-  
 3 demand serving locations.

1                   7. A content distribution network comprising:  
 2                   a central content management system that acquires digital assets for  
 3 distribution, each digital asset including a package of files, the files being processed  
 4 prior to distribution from the central content management system to provide trick  
 5 mode support, wherein the central content management system breaks up the digital  
 6 asset into chunks for departure;  
 7                   a plurality of on-demand serving locations receiving distributed  
 8 digital assets for on-demand delivery to users, wherein the plurality of on-demand  
 9 serving locations re-assemble the arriving digital asset chunks to recreate the digital  
 10 assets with trick mode support; and  
 11                   a pipelined distribution process implemented in the content  
 12 distribution network between the central content management system and the  
 13 plurality of on-demand serving locations for distributing the digital asset chunks in  
 14 a pipelined fashion.

1                    8. The system of claim 7 wherein the digital assets include video on-  
2 demand (VOD) assets and wherein the on-demand serving locations include VOD  
3 serving locations.

1                    9 The system of claim 7 wherein the digital assets include audio on-  
2 demand assets and wherein the on-demand serving locations include audio on-  
3 demand serving locations.

1                    10. The system of claim 7 wherein the pipelined distribution  
2 process receives chunks of multiple digital assets departing from the central content  
3 management system that enter the pipeline on a priority basis, and distributes the  
4 chunks such that they arrive at the serving locations to recreate the multiple digital  
5 assets with trick mode support.